

**Macy's**

¶ We sell merchandise at prices less than charged elsewhere.

WHY?

¶ Because we buy and sell for cash and our "overhead" is not burdensome.

¶ A cash basis of doing business needs no argument on the score of economy.

## 96 Dress Slips Specially Priced \$3.79

In bright colors to lighten a dark georgette dress or tunic blouse—also in dark shades to harmonize with any costume.

Made of good quality crepe de chine. Hemstitched at top and waistline, where fullness is gathered at the sides.

Colors: Navy, brown, flesh, turquoise, light blue, orchid, amber, Mohawk red, gray and black. Illustrated.

Also a satin model, hemstitched, and gathered at waistline. In brown, navy or black. \$4.79

Macy's—Third Floor, Rear.

## "Marchioness" Corsets and Brassieres For Preserving Slender Lines Corsets Specially Priced

At \$4.59

Made of strips of pink surgical elastic, lightly boned, and hooked in front. It is 16 inches long, and most comfortable.

At \$2.89

A corset of dainty pink silk brocade, with long skirt, and elastic gores at the top. Sizes 20 to 26. Illustrated.

Elastic Girdles at \$1.88

12-inch pink elastic girdles with front sections of strong pink coutil. They are lightly boned. Sizes 24 to 30.



## Heavy Brocaded Satin Brassieres At \$2.89

Especially designed for the large figure, it is so made that excellent support is afforded and complete freedom and at the same time graceful contours are preserved. Elastic inserts at sides, high back, comfortable elastic shoulder straps. Sizes 36 to 46.

## Well Fitting Satin Brassieres At \$2.89

Made of heavy washable satin, with high back, finished with narrow ecru lace edging. Hooks in black, reinforced under arms. Illustrated. Sizes 36 to 46.



Macy's—Third Floor, 35th Street.

## Colored Wash Fabrics

French Cotton Challis

Specially priced at 24c yard

Our usual price 39c yard

Small figures in pleasing color combinations on white and tinted grounds. They make unusually serviceable coverings for comfortable, as well as charming dresses, negligees and blouses. 31 inches wide.

Imported Plisse Crepe 39c yard

Good quality cotton crepe printed in gorgeous colors in unusual designs which are exclusive with us. The color combinations are very new and lovely. They are ideal for smocks, hangings and gay informal apparel. White and tinted grounds. 27 in. wide.

Macy's—Second Floor, Centre, Front.

## FURS

Do you wear your furs with assurance, or are you doubtful of their quality?

Furs are too important a part of one's wardrobe to be purchased from a store of whose reputation you are in doubt. We offer only furs which display an excellence of peltry, workmanship and design worthy of the Macy standard—and we offer them at our usual Lowest-in-the-City Prices.

**Near Seal Coats**  
(Dyed French Coney)  
Trimmed with skunk or squirrel, 40 in.  
\$139.00

**Blue Tipped Australian Opossum Coats**  
36 inches  
\$179.00



**Black Caracul Coats**  
Trimmed with Australian opossum or self fur, 36 in.  
\$124.00

**Hudson Seal Coats**  
(Dyed Muskrat)  
Trimmed with skunk or squirrel, 36 in.  
\$259.00

**Civet Cat Coats**  
Full flare belted model, 36 inches  
\$149.00



**Hudson Seal Coats and Wraps**  
(Dyed Muskrat)  
Trimmed with self or contrasting fur, 40 to 48 in.  
\$314.00 to \$849.00

**Natural Muskrat Coats**  
40 inches  
\$129.00

## Scarfs and Chokers

Gray Squirrel Chokers, \$10.74  
Kit Fox Scarfs, all shades, \$14.74  
Mink Chokers, large skins, \$19.74  
American Fox Scarfs, Double fur in taupe or brown, \$27.75  
Full assortment of fur bandings and trimmings—1/4 to 12 inches wide.

Natural Baum Marten Scarfs, \$49.75  
Hudson Bay Sable, 1 skin, \$69.75  
Dyed Blue and Platinum Fox Scarfs, \$79.75  
Dark Fisher Scarf, \$169.00

Macy's—Third Floor, Front.

## Women's Fur Trimmed Suits \$37.75

Developed in soft, luxurious napped fabrics, the two models in this purchase are irreproachable in tailoring and length of line. They fit perfectly at the collar and the shoulders are well moulded, without the suggestion of a wrinkle.

They are trimmed with fluffy adjustable collars of fur—in squirrel, mole or nutria. Linings are plain throughout and of excellent quality silk.

Colors: Zanzibar, leaf brown, navy and black.

Sizes: 36—42.

Macy's—Third Floor, 34th Street, Rear.



## 1000 Pure Lambs' Wool Filled Mercerized Sateen Comfortables, \$4.49 ea.

Double bed size. The coverings are good mercerized sateen, both sides. Stitched in artistic designs, with coral centres and plain color borders.

Colors: Rose and Blue

Macy's—Basement, 34th Street, Rear.



## Separate Skirts for Junior Girls \$4.74

Our Usual prices would be \$6.74 to \$8.74

Three models, one all box pleated, another in the popular side pleated style, and a third which shows a combination of the two.

Stripes, Checks and Plaids in All Wool Velours and Prunella Cloth. These are dandy skirts for the junior girls who go to school. Easy to slip on and off for the gym class, and trimly smart for other occasions. Equally attractive with middie or blouses.

Waist measures, 25 to 29 inches  
Lengths, 27 to 33 inches

In all new winter shades, as well as black and white checks.

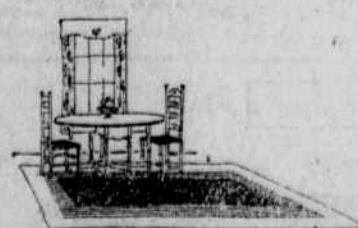
Macy's—Third Floor, 35th Street.

## Seamless Wilton Rugs of Rare Beauty

Our own importation from Adolf. When you see them you will admire them as we did. They were woven on jacquard looms, which permit the really unusual in design. They were woven of wool in colors seldom found in this country.

Oriental motifs predominate. Uncanny reproductions of beautiful Oriental rugs. In addition to their Oriental design they were woven with a peculiar twist in the yarn which makes for unusually long wear.

These Rugs Are Exclusive to Macy's in New York.



Hall Runners to Match  
2.3x15ft. \$54.75 2.3x12ft. \$43.75 2.3x9ft. \$32.75

Macy's—Fourth Floor, Front.

## New Beaver Collared Coats For Misses and Small Women \$54.75

Made of fine, well wearing Normandy, in a new Fall model. It has a prettily trimmed back, self stitching tracing itself around the oval panel, and the wide bell shaped sleeves have their flare outlined in buttons.

In navy, Malay and Sorrento.

Sizes 14 to 20 years.

Macy's—Third Floor, 35th Street.



## Sale of REFRIGERATORS

A special purchase enables us to sell these refrigerators at prices lower than New York City has seen for a long time.



### Apartment Style

Width	Depth	Height	Ice Capacity	Sale Price
20 1/2 in.	15 1/2 in.	48 in.	60 lbs.	\$18.74
22 1/2 in.	16 1/2 in.	50 in.	75 lbs.	\$22.89
24 1/2 in.	17 1/2 in.	52 in.	100 lbs.	\$25.50
25 1/2 in.	18 1/2 in.	54 in.	115 lbs.	\$30.50

### Three Door Side Icer

Width	Depth	Height	Ice Capacity	Sale Price
29 in.	16 1/2 in.	41 in.	60 lbs.	\$18.74
31 in.	17 1/2 in.	42 in.	80 lbs.	\$24.74
32 1/2 in.	18 1/2 in.	45 in.	100 lbs.	\$27.25
34 1/2 in.	19 1/2 in.	48 in.	135 lbs.	\$30.50

Macy's—Basement, 35th Street.

## Our Optical Department

As well as all other departments, maintains our traditional policy of underselling all competitors, despite their special sales.

Macy's—Main Floor, Balcony, 34th Street, Rear.

## White Goods

For Home Use  
White and fancy outing flannel  
19c yard

In pure white, and a full assortment of stripes on light grounds. Excellent for men's, women's and children's undergarments. 36 inches wide.

Colored Domet Flannel  
21c yard

A heavy weight suitable for kimonos, sacques, children's dresses, petticoats and interlinings. In solid colors, brown, navy, maroon, Copenhagen, light and dark gray. 27 inches wide.

"Macy's" Special White Nainsook  
\$3.39

Piece of 10 yards

A fine, firm soft mercerized quality that will launder well. Appropriate for women's and children's underwear. 39 in. wide.

Macy's—White Goods Dept. Second Floor, Centre.



## Hallowe'en Aprons

Especially designed for Hallowe'en parties

You may appear as a quaint French peasant or a demure Colonial maid by merely donning an apron!

Then, too, these dainty novelties are a protection if you "bob" for apples or eat a flour cake.

Choose your apron now, while our assortment is complete. We offer the picturesque quaintness of the peasantry of France, Belgium, Switzerland and Holland in these charming aprons for Hallowe'en.

Imported Pinafore Aprons in old fashioned prints with two tone pipings to match. Persian patterns with pointed borders in ever so many gay color effects. 94c

Imported Aprons in six different styles, as fetching and becoming as can be. Lustrous imported sateen in dark shades with touches of bright colors in the design. Pippings, straps and trimmings of harmonizing plain colors. One model displays a pleated skirt and quaint bodice with pockets. Illustrated, C. \$1.39

Imported "Happy Hour" Aprons in gay Persian patterns with bindings of rose, old blue, and red. Illustrated, A. \$1.79

Cap to match. Illustrated, D. 46c

Colonial Aprons in two styles. One with skirt of black sateen and colorful cretonne bodice and border. Another is a polonaise effect in old rose or blue, with cretonne skirt and straps. One illustrated, B. \$1.79

Macy's—Third Floor, Rear.

## LACE CURTAINS

To Blend With Every Style of Interior Decoration

250 Pairs Point de Marne Curtains, \$4.74 to \$6.44 Pair  
Mounted on good quality net with lace borders and corner motifs.

300 Pairs Irish Point Curtains, \$7.94 to \$9.94 Pair  
Excellent quality. 2 1/2 yards long.

700 Pairs Net Curtains, \$2.44, \$3.96 and \$4.96 Pair  
Our usual prices would be \$3.49, \$4.96 and \$6.94 Pair

Ten different styles, some on fine net with lace edgings and insertion. All mounted on durable net in white, ivory or ecru.

100 Imported Lacet Arabian Curtains, \$6.44 to \$12.74 Pair

All hand made with effective borders of Arabian lace. 2 1/2 yards long. In ecru only.

Handmade Imported Marie Antoinette Bed Sets, \$16.74 to \$29.50 Set  
In a charming variety of designs. Set consists of spread and bolster piece, which are of French origin. Some display lacet Arabian and Antique work. Single and double sizes.

Imported Marie Antoinette Curtains, \$6.74 to \$12.74 Pair

All hand made—mounted on good quality bobbinet. A variety of designs from which to choose. 2 1/2 yards long. White and ecru.

Macy's—Fourth Floor, Rear.

**R. H. Macy & Co.**  
Inc.  
HERALD SQUARE NEW YORK